

TESTIMONIAL Nara



Audience

Adults 18+

Media Mix

Poster

Market

Kansas City

Objective

To utilize the poster located across the street from the restaurant to catch traffic traveling on Main Street.

Rationale

Nara combined a perfectly placed poster with a simple, yet effective, creative to direct sushi lovers its way!

“We are always cultivating new customers with our directional campaign.”

“We are located on Main Street in downtown Kansas City and this billboard is right in view of many cars heading North - and these cars drive right by our restaurant. It’s been a great tool of advertising for us!”

The poster is located directly across the street from Nara and is “very visible and popular.” In fact, it is so popular that Nara contracts the unit on a year to year basis.

“Our outdoor campaign is ongoing. We are always cultivating new customers with our directional campaign. And we get many compliments on the signage! It’s noticeable and eye appealing to our guests.”

Anita Uriarte

Director of Operations, Nara